

2012 Western Canada Information Security Conference  
Thursday April 26th, 2012



## An Invitation to participate in the 2012 Western Canada Information Security Conference

10<sup>th</sup> Anniversary- Evolution of Security

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**Attention: Marketing or event Manager**

The ISACA® Winnipeg Chapter (and our IPAM Special Interest Group) is hosting our **2012 Western Canada Information Security Conference** at the Winnipeg Convention Centre, 375 York Avenue, Winnipeg, MB, Canada. We are currently seeking exhibitor and sponsorship support for 2012 Conference and Sponsor Expo, which will be held all day on Thursday, April 26th, 2012.

The mission of this conference is to educate and expand the knowledge and skills of our members in the field of information technology and security, to encourage and foster the free exchange of information, techniques, and best practices. This conference offers a forum that allows members of the IT and security community to discuss information technology and security related issues or topics and to gain knowledge through the experience of others. In addition the conference facilitates knowledge through presentations by leading technology providers in the field of Information Technology and security with the intent of keeping IT and security professionals abreast of current trends in Information Technology and security.

**Sponsor Information**

The conference and Sponsor Expo will take place at the Winnipeg Convention Centre, 375 York Avenue, Winnipeg, MB, Canada for **one full day** on Thursday April 26th, 2012. If, after reviewing the following, you have any questions, please contact:

**NAME:** Karen L Kabel  
Chair Sponsor Relations Committee  
Phone: (204) 255-4136 ex 207  
Email: [sponsor@wcisc.ca](mailto:sponsor@wcisc.ca)  
Fax: (204) 942-6705  
Web site: [www.wcisc.ca](http://www.wcisc.ca)

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## **Sponsorship Opportunities**

**Please note, prices listed below are quoted in Canadian Dollars.**

<b>Level</b>	<b>Early Bird Price Payment must be received on or before Jan 15, 2012</b>	<b>If Payment received after Jan 15, 2012</b>	<b>Includes</b>
Platinum Sponsor	\$3,000.00	\$3,500.00	<ol style="list-style-type: none"> <li>1. Featured Sponsor</li> <li>2. Keynote speaker</li> <li>3. Recognition as a Platinum sponsor on conference material and website</li> <li>4. Sponsor Expo Booth</li> <li>5. 4 Complimentary Conference passes</li> <li>6. 1 Complimentary Speaker's pass</li> </ol>
Gold Sponsors	\$2,200.00	\$2,750.00	<ol style="list-style-type: none"> <li>1. Keynote speaker</li> <li>2. Recognition as a Gold sponsor on conference material and website</li> <li>3. Sponsor Expo Booth</li> <li>4. 3 Complimentary Conference passes</li> <li>5. 1 Complimentary Speaker's pass</li> </ol>
Silver Sponsors	\$1,200.00	\$1,500.00	<ol style="list-style-type: none"> <li>1. Educational Speaker</li> <li>2. Recognition as an Exhibition sponsor on conference material</li> <li>3. Sponsor Expo Booth</li> <li>4. 2 Complimentary Conference passes</li> <li>5. 1 Complimentary Speaker's pass</li> </ol>
Bronze Sponsors	\$400.00	\$500.00	<ol style="list-style-type: none"> <li>1. Recognition as an Exhibition sponsor on conference material</li> <li>2. Sponsor Expo Booth</li> <li>3. 2 Complimentary Conference passes</li> </ol>
Coffee break sponsor	\$250.00	\$300.00	<ol style="list-style-type: none"> <li>1. Recognition as coffee break sponsor</li> <li>2. 1 Complimentary Conference pass</li> </ol>

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Level	Early Bird Price Payment must be received on or before Feb 15, 2012	If Payment received after Feb15, 2012	Includes
Reception Sponsor	\$750.00	\$1,000.00	<ol style="list-style-type: none"> <li>1. Recognition as the official sponsor for the reception and signage</li> <li>2. Welcome remarks by company executive</li> <li>3. 2 Complimentary Conference passes</li> </ol>
Other Sponsor Opportunities	Attendee Bags, hats, T-Shirts, pens, notepads, novelty items	To be received no later than April 19 <sup>th</sup> , 2012	<p>These would be put into the Attendee Welcome packages. Expect 200-250 Attendees</p>

**Theme: "Evolution of Security"**

All sponsor subjects and educational presentation should focus on this theme. This is the 10<sup>th</sup> anniversary for this conference.

**Sponsor Expo show will be one full day.**

**Presentation Guidelines for Platinum, Gold and Silver Sponsors:**

- **This must be an Educational Session not a sales pitch.**
- 45 minutes in length
- 10 minutes may be dedicated to marketing of your company/products
- 30 to 40 minutes presentation
- Avoid simply itemizing big security breach cases (many presenters do this)
- Present risks followed by a suggested risk management approach
- Discuss current best practices, and their limitations
- Analyzing alternative (risk management) solutions is a good idea
- Techniques (and success stories) on how to sell the idea to the top management, would be a great asset to the presentation

Please provide all topic, Speaker Name and Bio [information](#) at the time you register (this information can be subsequently updated [HERE](#)). However, final update should be **no later than April 7, 2012** for inclusion in conference marketing materials. Also be sure to send your logo to [send\\_logos@wcisc.ca](mailto:send_logos@wcisc.ca) **no later than April 7, 2012** to make sure it is included in the promotional materials and on our web site. Information received after this deadline will **not** be included in the conference brochure and it will be the full responsibility of the sponsor to provide any printed material about their speaker or presentation to [sponsor@wcisc.ca](mailto:sponsor@wcisc.ca) no later than April 19, 2012.

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To participate in this conference, the first step is to [Register](#) and select your desired level of sponsorship. Once you register, you will receive an invoice. You can then follow the instructions in the email the invoice is attached to [pay on-line](#) by credit card or

**Mail Cheque payable to: ISACA Winnipeg Chapter**  
**And mail to c/o eChapter.ca**  
**1 - 483 Dominion Street**  
**Winnipeg, MB R3G 2N1**

**Conference Schedule**

<i>Time</i>	<i>Room 1</i>	<i>Room 2</i>	<i>Room 3</i>
<b>8:00 – 8:30</b>	Registration		
<b>8:30 – 8:45</b>	Introductions and Orientation		
<b>8:45 – 9:30</b>	<b>Gold Sponsor</b>		
9:30-9:45	Break		
9:45-10:00		Silver #2	Silver #3
10:00-10:15	Silver #1		
10:15-10:30		Break	
10:30-10:45			Silver #6
10:45-11:00	Silver #4	Silver #5	
11:00-11:15			Break
11:15-11:30			Silver #9
11:30-11:45	Silver #7	Silver #8	
11:45-12:00			
<b>12:00 – 13:15</b>	<b>Lunch (included) / Platinum Sponsor</b>		
13:15-13:30	Break		
13:30-13:45		Silver #11	Silver #12
13:45-14:00	Silver #10		
14:00-14:15		Break	
14:15-14:30			Silver #15
14:30-14:45	Silver #13	Silver #14	
14:45-15:00			Break
15:00-15:45	<b>Gold Sponsor</b>		
15:45 – 16:30	<b>Keynote Speaker</b>		
<b>16:30 – 16:45</b>	<b>Draws and closing remarks from IPAM chair</b>		
<b>16:45 - 19:00</b>	<b>Reception</b>		

\* The trade show will operate for one full day from 8:00 to 16:30

Please check our [website](#) for any subsequent updates

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## **Complimentary and Discounted Registrations**

Each sponsor is entitled to complimentary passes (registrations) (for attendance at the conference sessions) as follows:

- Bronze Sponsors - 2 Complimentary Conference passes.
- Silver Sponsors - 2 Complimentary Conference passes and 1 speaker pass.
- Gold Sponsors - 3 Complimentary Conference passes and 1 speaker pass.
- Platinum Sponsor- 4 Complimentary Conference passes and 1 speaker pass.

**Speakers are required to register** as part of the sponsor registration process, as name tags will be produced in their name. Each sponsor April only register one person as a speaker. However, sponsors are not required to provide the names for their complimentary passes as these will be created with just the Company name on them (these name tags will provide for the insertion of the individuals business card so attendees will know who the company representatives are).

In addition, sponsors (exhibitors) are invited to purchase additional registrations and are encouraged to invite their customers to register and attend the Western Canada Information Security Conference.

Each sponsor (exhibitor) is required to have at least one representative at its trade show display at all times while the trade show is open (from 8:00 to 16:30). Please limit the total number of personnel working at your exhibit to four (4) people at any given time.

## **Trade Show Facilities**

Each 8' by 10' trade show spot will include a skirted 8-foot banquet table, 2 folding chairs, and an electrical outlet. Exhibitors with additional needs such as additional power, phone lines, Internet connection, etc. should arrange and pay for these directly with the Winnipeg Convention Centre (WCC). Contact information is as

**WCC Trade Show Services – 204-957-4538**

## **Reservation of Trade Show Spots**

Trade show spots are pre-assigned. Assignments based on order of registration and sponsorship levels. We will notify everyone of their reserved booth number prior to the event. A layout of the Booths will be available at the tradeshow area on the day of the event.

## **Trade Show Operation & Opportunities**

The trade show will operate between 8:00 and 16:30 – when the conference ends. Continental Breakfast and Coffee breaks will be held in the trade show area to provide delegates a chance to visit all of the exhibits, to meet with exhibitors and to discuss products and services. Please refer to the conference schedule for timing of various events.

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### **Booth Setup and Dismantling**

Setup must be done the morning of the conference at 7:00 AM and delegates will have their first opportunity to visit the trade show at 8:00. To maximize the trade show benefit and have the least disruption during the reception, dismantling of exhibits should not begin before 16:30.

### **Shipping and Storage of Displays and Equipment**

If your materials are coming from out of town, please take steps to ensure that they will arrive in time for the setup (e.g., one or two days before the conference). Please consider customs and other cross-border issues for items arriving from outside of Canada, and ensure that the shipping company knows that the destination is Winnipeg, Manitoba CANADA.

The Winnipeg Convention Centre does not have storage facilities for display booths. Official policy is as follows: "The Centre does not accept exhibitor material prior to the official ingress day. If equipment arrives at the Centre prior to the event ingress day, the official service contractor is to be contacted." If you are shipping your display and it will arrive in Winnipeg prior to the day of the event (which it should!), please contact our display company, Central Display. Call Tony Pare at Central Display and tell him that you require services for the week of April 23rd at the Western Canada Information Security Conference. (In addition to receiving the booth and ensuring that the booth is at the right place at the right time, Central Display can also setup the booths, take them down, and ship them back to you.)

\* Tony will email or fax you a Material Handling Form to complete and return to him.

**NOTE: Costs for services obtained from Central Display are the exhibitor's responsibility and are not provided by the 2012 Western Canada Information Security Conference.**

#### **SHIPPING ADDRESS:**

Tony Pare  
Central Display Ltd. Ph: 204-237-3367  
#7 - 850 Marion Street Fax: 204-235-1063  
Winnipeg, MB, Canada R2J OK4 [cdisplay@mts.net](mailto:cdisplay@mts.net)

Receiving hours are: 9:00 AM - 4:00 PM - Monday to Friday

**Do not ship materials to central display without completing and returning the material handling form!**

### **Volunteer Assistance**

Volunteers will be onsite throughout the day. Volunteers will be wearing name badges with special "VOLUNTEER" ribbons. If you have a question or problem at any time during the day, please ask a volunteer for assistance. If necessary, the issue will be escalated to a conference official.

### **Prize Draws**

Exhibitors are encouraged to collect business cards at their booth and supply prizes for the draws which will be held at the end of the day. Winners can be either drawn by conference officials from all delegates or selected by the Exhibitor prior to the awards. If the later, exhibitors should be prepared to send the prize to the winner if necessary. A volunteer will visit each exhibit during the day to identify prizes and coordinate drawing or announcing the winners. **NOTE: Sponsor Employees are not eligible for prize draws.**

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### **Attendee Packages**

We would be pleased to include your promotional items such as; brochures, pens, knick-knacks and other useful items, in the registration packages provided to all attendees at check-in. Bags for delegates to use during the day would be very useful. We approximate that quantities of 200 to 250 will be required to satisfy all delegates.

If you would like to provide promotional give-away items for the registration package, please contact Sponsor Committee by email ([sponsor@wcisc.ca](mailto:sponsor@wcisc.ca)) to confirm and obtain shipping information.

**Please ship all literature and giveaways to arrive by April 19<sup>th</sup>, 2012 to:**  
**WCISC Sponsor Committee**

C/O Karen Kabel  
100-321 McDermot Avenue  
Winnipeg, MB R3A 0A3

### **Exhibitor Expenses**

The 2012 Western Canada Information Security Conference is not responsible for any additional expenses related to attending or exhibiting at the conference. Exhibitors are responsible for all costs with respect to transportation, accommodation, displays, phone lines, additional power, meals and incidental expenses. To make reservations for phone lines, additional power, Internet service, etc at the Winnipeg Convention Centre please call Mary Fehr at 204-957-4538 or email [maryf@wcc.mb.ca](mailto:maryf@wcc.mb.ca).

### **Conduct and Limitation of Liability**

Exhibitors are required to conduct themselves in a professional manner at all times while present at the 2012 Western Canada Information Security conference and to abide by whatever laws/regulations established by or in effect at the Winnipeg Convention Centre. The opinions expressed by exhibitors and sponsors will be considered their own and not necessarily those of the 2012 Western Canada Information Security Conference and its organizers, hosts, member associations, presenters, and other sponsors or exhibitors. Exhibitor and sponsors and their employees will release, indemnify and hold harmless 2012 Western Canada Information Security Conference and its organizers, hosts, and member associations, and presenters from any claims, liabilities, costs and expenses relating to or arising from the trade show.

### **Additional Equipment**

If you require any additional equipment such as; computers, routers, plasma screens, etc. please contact Garry Hale 204-775-6198 or email [hale@avwtelva.com](mailto:hale@avwtelva.com).

### **Hotels**

Delta Hotel 204-942-0551  
350 St. Mary Avenue, Winnipeg, Manitoba R3C 3J2, Canada

**\* Please let the hotel know that you are with the ISACA Winnipeg Chapter Western Canada Information Security Conference to receive a discounted Rate.**

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**Conference Checklist**

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Date	Description	Completed/ packed	Details
	Decide level of sponsorship		
	<a href="#">Register</a> on-line		
	Mail payment or <a href="#">pay on-line</a>		
	<a href="mailto:send_logos@wcisc.ca">send_logos@wcisc.ca</a>		
	Provide Updated Speaker Name, Bio and Presentation <a href="#">Information</a>		
	Ship items for Registration bags		
	Booth		
	Literature and stands		
	Pens		
	Notify us <a href="mailto:sponsor@wcisc.ca">sponsor@wcisc.ca</a> of prize(S)		
	Prize for draw		
	Bowl for prize draws		
	Business Cards		
	Give a ways		
	Power bars		
	Laptops/ demos		
	Extension Cords		
	Lights		
	Decide on company attendance/ send information		
	Hotel reservations		
	Flight reservations		

**Booth Number:** \_\_\_\_\_  
**Event Address:** Winnipeg Convention Centre  
 375 York Avenue  
 Winnipeg, MB Canada R3C 3J3